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## ABSTRACT

The invention relates to providing personalized services for mobile users. Personalized services can be provided to users, for example, by delivering them using mobile communications means or other delivery methods, such as printed magazines. Personal content is acquired by and stored on a mobile terminal. At least one remote repository is assigned for the use of each Selected content can then be transferred from such terminal. the mobile terminal to a remote data repository through a Thereby, a transfer is preferably telecommunications system. initiated when at least one predetermined criterion fulfilled. The transferred personal content is subsequently stored in the remote data repository. Data is extracted from saidthe personal content, and the personal content is associated with the said extracted data. The latter step can be executed on the terminal and/or on the remote server.